

THE WORLD SERVITIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 1 | MONDAY 14 SEPTEMBER 2020 | ALL TIMES GMT+1(BST)

AUDITORIUM 1		AUDITORIUM 2		EXHIBITION HALL
08:00				STANDHOLDERS AT THEIR STANDS
08:45	WELCOME ADDRESS OPENING OF THE EVENT Professor Tim Baines, Professor of Operations Strategy & Director of the Advanced Services Group, Aston Business School			
09:00	SERVICES LEADER KEYNOTE INCREASING CUSTOMER INTEGRATION AND ORGANISATIONAL STRETCH: THE SERVICES TRANSFORMATION JOURNEY Chris Borrill, Services Leader, Land & Air Systems, Thales			
10:00	SERVICES LEADER KEYNOTE INNOVATIONS IN IDENTIFYING MARKET OPPORTUNITIES FOR ADVANCED SERVICES Matt Skipworth, Director, Technical Services EMEAR, Genie	RESEARCH INSIGHTS	10:00 Treble Innovation Firms: Opening Innovation frontiers in Manufacturing Ferran Vendrell-Herrero University of Birmingham -UK, Oscar F. Bustinza University of Granada -Spain, Marco Opazo Basáez University of Deusto -Spain 10:15 The impact of environmental turbulence on the Servitization decision Alejandro Germán Frank Federal University of Rio Grande do Sul -Brazil, Néstor Fabián Ayala, Glauco Mendes Federal University of São Carlos – Brazil 10:30 Servitization as a gamechanger in the oil industry Scott Wagstaff, Jamie Burton, Judy Zolkiewski, Alliance Manchester Business School, Manchester -UK 10:45 Q&A	
11:00	BREAK	BREAK		
11:15	SERVICES LEADER KEYNOTE DESIGNING AND DELIVERING A PILOT OF AN ADVANCED SERVICES OFFERING Maria Krasilowez, Global Program Director, Commercial Operations, Tetra Pak	RESEARCH INSIGHTS	11:15 Proposal of a comprehensive product-service system evaluation method to support the decision-making process throughout the PSS life cycle Mar'atus Sholihah, Takehiko Nakada, Yuya Mitake, Yoshiki Shimomura, Tokyo Metropolitan University, Japan 11:30 Business model patterns of IoT platforms in the B2B context Philipp Kogler(1) Lino Markfort(1) Alexander Arzt (1) Heiko Gebauer(1,2,3) 1: Fraunhofer Center for International Management & Knowledge Economy IMW -Germany; 2: Linköping University - Sweden; 3: University of St. Gallen –Switzerland 11:45 Digitally Supporting the Co-Creation of Future Advanced Services For 'Heat as A Service' Shengfeng Qin(1) Sara Mountney(2) Vicky Story(3) Jamie Burton(4) Melanie King(3) Tracy Ross(2) Kawaljeet Kapoor(5) Xiaojing Niu(1) Andrew May 1: Northumbria University, United Kingdom; 2: Sheffield Hallam University; 3: Loughborough University; 4: University of Manchester; 5: Aston University Digital servitization: Data-driven business model configurations for creating, delivering and capturing value Marko Kohtamäki(1,3) Vinit Parida(2,3) David Sjödin 2,3) Stephan Henneberg 4) Rodrigo Rabetino(1) 1: University of Vaasa -Finland; 2: Luleå University of Technology; 3: USN Business School; 4: Queen Mary University of London 12:00 Q&A	

12:30	LUNCH		<p>EMERGING RESEARCH PANELS</p> <p>Panel 1: Servitization and Digital Technologies 12:30 <i>A maturity model for digital servitization: The case of autonomous solutions</i> (Linus Thomson) 12:35 <i>The successful commercialisation of a digital twin in an industrial product service system</i> (Oliver Stoll) 12:40 <i>Using digital twin for a better understanding of servitization dynamics</i> (Raphael Reinhold Wasserbaur) 12:45 Q&A</p> <p>Panel 2: Services Transformation and Organisational Change 13:00 <i>Servitization of small- and medium sized manufacturers: A Taxonomy of Industrial Product-Service Systems</i> (Alexander Michalik) 13:05 <i>From selling assets to delivering Equipment-as-a-Service</i> (Johanna Lucia Knapp) 13:10 <i>Is servitization calling managers by their name? The relevance of expressing who you are addressing in servitization research</i> (Rodrigo Martínez) 13:15 Q&A</p>	STANDHOLDERS AT THEIR STANDS
13:30	SERVICES LEADER KEYNOTE	<p>WHAT DOES THE FUTURE LOOK LIKE FOR ADVANCED SERVICES? Sarah Nicastro, Creator, Future of Field Service & Host of the Future of Field Service Podcast Kevin Starr, Global Program Manager Advanced Services, ABB Robin Butler, Waterlogic Larry Blue, CEO, Bell and Howell</p>	<p>RESEARCH INSIGHTS</p> <p>13:30 <i>A Servitization Roadmap for Basque Manufacturing SMEs</i> Eduardo Castellano(1) Urko López(2) 1: MIK Research Centre -Spain; 2: Mondragon University, Faculty of Business -Spain 13:45 <i>Digital servitization of SMEs: the role of knowledge-intensive business services (KIBS)</i> Mario Rapaccini(1) Nicola Sacconi(2) Federico Adrodegari(2) Cosimo Barbieri(1) Riccardo Giannetti(3) 1: University of Florence -Italy; 2: University of Brescia -Italy; 3: University of Pisa -Italy 14:00 <i>Smart Service Patterns for Small Manufacturing Enterprises</i> Jürg Meierhofer(1) Martin Dobler(2) Klaus Frick(3) Lukas Schweiger(1) 1: Zurich University of Applied Sciences -Switzerland; 2: Vorarlberg University of Applied Sciences -Austria; 3: University of Applied Sciences Buchs -Switzerland 14:15 Q&A</p>	EXHIBITION VIEWING
14:30	BREAK		BREAK	
14:45	SERVICES LEADER KEYNOTE	<p>START WITH THE CUSTOMER: UNDERSTANDING CUSTOMER NEEDS, DEVELOPING AND TESTING VALUE PROPOSITIONS Greg Parker, Former Director of Services, Trane Technologies</p>	<p>RESEARCH INSIGHTS</p> <p>14:45 <i>A paradox theory approach to tensions in digital servitization: the case of the aerospace and maritime industries</i> Zsofia Toth(1) Christian Kowalkowski(2) Alexey Sklyar(2) David Sörhammar(3) Bård Tronvoll(4) Oliver Wirths(5) 1: Nottingham University Business School, University of Nottingham -UK; 2: Department of Management and Engineering, Linköping University -Sweden; 3: Stockholm Business School, Stockholm University -Sweden; 4: Inland Norway University of Applied Sciences, Norway & CTF – Service Research Center, Karlstad University -Sweden; 5: University of Cologne -Germany 15:00 <i>Solution Provider's Microfoundations in The Development of Product-Service Innovations</i> Tuomas Huikkola(1) Marko Kohtamäki(1) Rodrigo Rabetino(1) Hannu Makkonen(1) Philipp Holtkamp(2) 1: University of Vaasa -Finland; 2: Wärtsilä Plc 15:15 <i>An exploratory study of digitally-enhanced advanced services for domestic appliances in the UK</i> Maria Holgado(1) Peter Ball(2) John Oyekan(3) Ashutosh Tiwari(3) 1: University of Sussex -UK; University of York -UK 3: University of Sheffield -UK 15:30 Q&A</p>	EXHIBITION VIEWING
15:45	BREAK		BREAK	

16:00

INDUSTRY BAROMETER

AN INDUSTRY BAROMETER: ADVANCED SERVICES FOR BUSINESS RESILIENCE

David Beckoff, VP Product Development & Insights, MAPI

Neil Tumber, Industry Fellow, The Advanced Services Group

Ahmad Beltagui, Senior Lecturer, The Advanced Services Group

RESEARCH INSIGHTS

16:00 *Service confidence in bringing new data-enabled services to market: A multi-actor perspective* | Khadijeh Momeni(1) Eija Vaittinen(2) Markus Jähi(3) Miia Martinsuo(1) | 1: Tampere University -Finland; 2: Gofore Plc.; 3: VTT Technical Research Centre of Finland Ltd.

16:15 *Delivering heat-as-a-service (HaaS): The role of the digital twin* | Victor Guang Shi(3) Cansu Kandemir(3) Ruby Hughes(3) Miying Yang(4) Ahmad Beltagui(1) Andreas Schroeder(1) Omid Omidvar Tehrani(1) Raphael Wasserbaur(2) | 1: Aston University –UK 2: Linköping University; 3: Sheffield University; 4: University of Exeter

16:30 *Business ecosystem configuration for creating digital offerings* | Alexander Arzt(1, Sebastian Haugk(1) Heiko Gebauer(1,2,3) | 1: Fraunhofer Center for International Management and Knowledge Economy IMW -Germany; 2: Linköping University; 3: Bosch IoT Lab, University of St. Gallen

16:45 Q&A

EXHIBITION VIEWING

THE WORLD SERVICIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 2 | TUESDAY 15 SEPTEMBER 2020 | ALL TIMES GMT+1(BST)

	AUDITORIUM 1	AUDITORIUM 2	EXHIBITION HALL
08:00			STANDHOLDERS AT THEIR STANDS
09:00	SERVICES LEADER KEYNOTE FROM INVENTION TO SERVICES INNOVATION: XEROX AND THEIR DESIGN JOURNEY WITH INTELLIGENT WORKPLACE SERVICES Tim Pearce, Former Global Programme Manager, Global Services, Xerox		
10:00	SERVICES LEADERS PANEL SERVICES TRANSFORMATION: BEGINNING THE JOURNEY Marc Preedy, MD, Truck Replacement Sales, Europe, The Goodyear Tyre and Rubber Company Will Edwards, Director of Channels, Domino Printing Alan Mucklow, MD UK & Ireland Sales and Services Division, Yamazaki Mazak	RESEARCH INSIGHTS 10:00 Value propositions enabled by digital twins in the context of servitization Shaun West(1) Jürg Meierhofer(2) Oliver Stoll(1) Lukas Schweiger(1) 1: Luzern University of Applied Science and Art -Switzerland; 2: Zurich University of Applied Sciences; 10:15 Value co-creation in manufacturing service networks: Prerequisites, drivers and service co-design of digitally enabled services Dr Amara Cynthia Ajaegbu, Dr Victoria Uren, Dr Andreas Schroeder, Aston Business School, Aston University, United Kingdom 10:30 The Process of Servitization: How do Service Innovations Emerge in Organizational Networks? Paul C. van Fenema(1) Dominik Mahr(2) Tom Schiefer(2) Kars Mennens(2) 1: Netherlands Defence Academy, Netherlands, The; 2: Maastricht University 10:45 Q&A Panel discussion	EXHIBITION VIEWING
11:00	BREAK	BREAK	
11:15	TOOLS AND TECHNIQUES TOOLS AND TECHNIQUES FOR SERVICIZATION A demonstration of the range of tools, models and frameworks available to help progress the services journey. Including: Business models for advanced services, customer segmentation, value networks, and designing products for service. Dr Dan Andrews, Senior Research Fellow Dr Kawal Kapoor, Research Fellow Dr Parikshit Naik, Research Associate Ian Machan, Commercial Director The Advanced Services Group, Aston Business School	RESEARCH INSIGHTS 11:15 International Configuration of Industrial Service Offerings Jelena Jovanovic, Dirk Morschett University of Fribourg -Switzerland 11:30 Digital competence for selling advanced services: An exploration of success critical competencies of sales people Thomas Süße(1) Sebastian Kola(2) 1: Bielefeld University of Applied Sciences -Germany; 2: Ruhr-Universität Bochum 11:45 Changing the Managerial Mindset for Servitization Anna Catharina van der Togt(1,2) Jürgen Tanghe(1) Quiel Beekman(1) 1: Delft University of Technology; 2: Livework Studio	
		12:00 BREAK	
		RESEARCH INSIGHTS 12:05 So you want to servitize; but are you ready to "financialize"? Ibon Gil de San Vicente, Bart Kamp Orkestra-Basque Institute of Competitiveness, Spain 12:20 Servitization 2.0: The significance of product and service dominant logics for public service organisations Caroline Ann Ennis, Nicholas Barnett University of Westminster -UK 12:35 Q&A	

12:45	LUNCH		EMERGING RESEARCH PANELS	<p>Panel 3: Ecosystems and Networks in Servitization</p> <p>12:45 <i>Advancing waste collection logistics services for increased energy efficiency and circularity</i> (Anna Helena Norinder)</p> <p>12:50 <i>The Actors of Servitization</i> (Carolline Amaral Paslauski)</p> <p>12:55 <i>Servitization in the Automotive Industry: Creating Value by Leveraging Services in Connected Driving</i> (Kira Rambow-Hoeschele)</p> <p>13:00 Q&A</p> <p>Panel 4: Service-led Business Models</p> <p>13:15 <i>Business Model Dynamics for Increasing Revenue Through Digital Offerings</i> (Alexander Arzt)</p> <p>13:20 <i>Patterns of Value Propositions in Digital Service Offerings</i> (Martin Ebel)</p> <p>13:25 <i>Servitisation and digitisation</i> (Philip Godsiff)</p> <p>13:30 <i>Service capabilities needed to reshape the service market after technological and digital shifts</i> (Besma Glaa)</p> <p>13:35 Q&A</p>	STANDHOLDERS AT THEIR STANDS
13:50	SPONSOR KEYNOTE	<p>IOT AND SERVICIZATION - INTRODUCING THE DIGITAL PSS: A NEW ENTERPRISE SOFTWARE TO EXPLOIT THE FULL POTENTIAL OF IOT IN THE PRODUCT-SERVICE SYSTEM</p> <p>Stefano Butti, Founder & CEO, Servitly</p>		RESEARCH INSIGHTS	
14:10	SPONSOR KEYNOTE	<p>HOW DIGITAL IS SUPPORTING THE GROWTH OF ADVANCED SERVICES</p> <p>Antony Bourne, SVP, IFS Industries</p>	RESEARCH INSIGHTS		<p>14:30 <i>Servitization in the Digital Healthcare Industry: Creating Value by Leveraging Smart Medical Services</i> Kira Rambow-Hoeschele, Matthias M. Hampel, David K. Harrison, Bruce M. Wood Glasgow Caledonian University, UK</p> <p>14:45 <i>The EVOGY case: enabling result-oriented PSS in the energy management of B2B smart building industry through cyber-physical systems</i> Claudio Sassanelli(1) Tiziano Arriga(2) Sergio Terzi(1) 1: Politecnico di Milano -Italy; 2: Evogy Srl -Italy</p> <p>15:00 Q&A</p>
14:30	PANEL	<p>DIGITAL INNOVATIONS FOR ADVANCED SERVICES</p> <p>David Willetts, Former Commercial Director/ UK Head of Innovation, Baxi Heating</p> <p>Miguel Franco, CEO, Schmitt-Elevadores</p> <p>Stefano Butti, Founder & CEO, Servitly</p> <p>Antony Bourne, SVP, IFS Industries</p>		AWARDS FOR ACADEMIC PAPERS	
15:30	BREAK				
15:45	SPONSOR KEYNOTE	<p>CAPTURING REVENUE FROM ADVANCED SERVICES</p> <p>Matt Frankel, Global Head of Pay-Per-Use Solutions, DLL</p>	AWARDS FOR ACADEMIC PAPERS	EXHIBITION VIEWING	
16:05	OR	<p>MAXIMIZING BUYER VALUE - BALANCING A SELLER'S RISK V REWARD</p>			

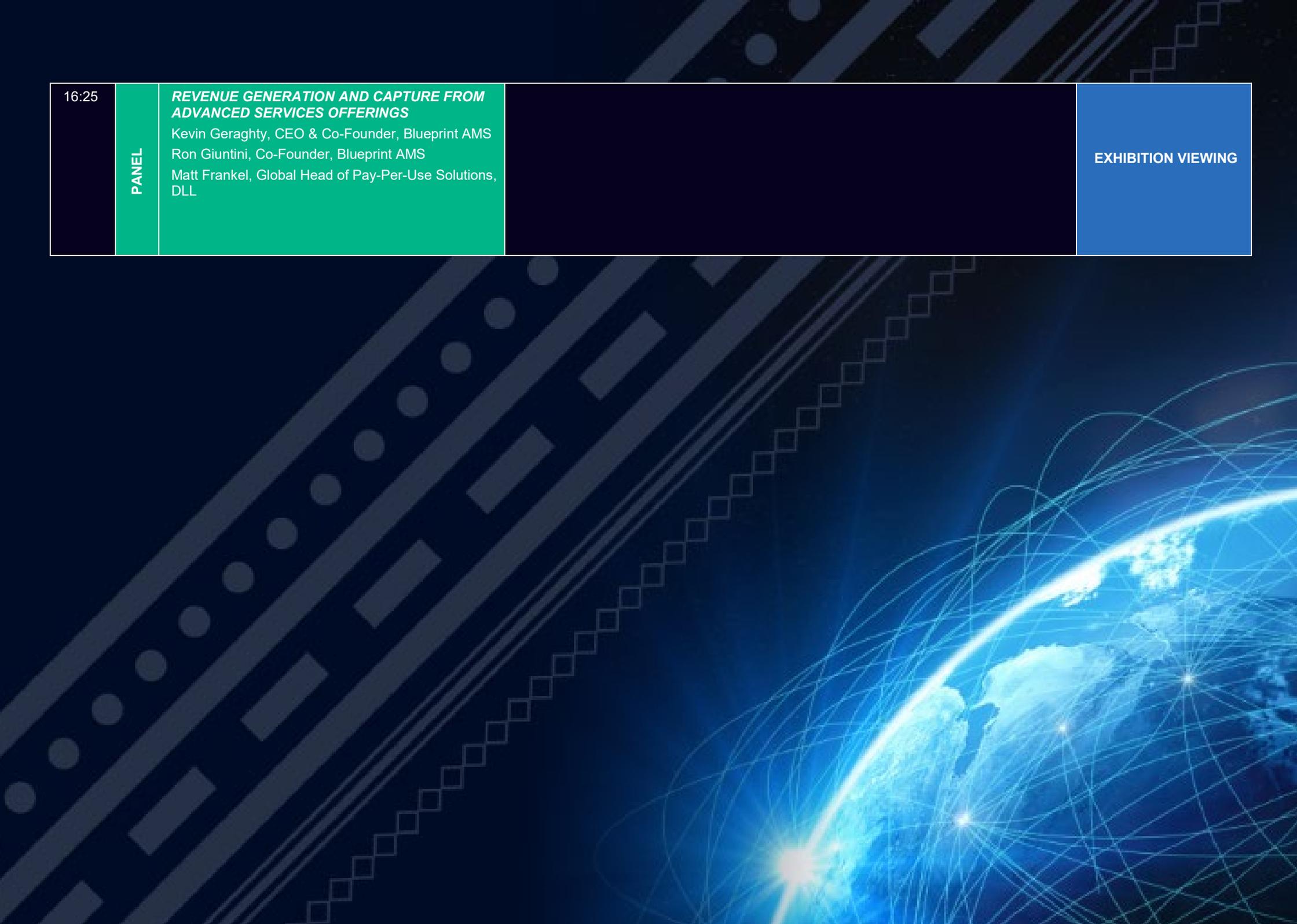
16:25

PANEL

**REVENUE GENERATION AND CAPTURE FROM
ADVANCED SERVICES OFFERINGS**

Kevin Geraghty, CEO & Co-Founder, Blueprint AMS
Ron Giuntini, Co-Founder, Blueprint AMS
Matt Frankel, Global Head of Pay-Per-Use Solutions,
DLL

EXHIBITION VIEWING



THE WORLD SERVITIZATION CONVENTION 14-16 September 2020 Virtual Event
PROGRAMME | DAY 3 | WEDNESDAY 16 SEPTEMBER 2020 | ALL TIMES GMT+1(BST)

	AUDITORIUM 1		AUDITORIUM 2		EXHIBITION HALL
08:00					STALLHOLDERS AT THEIR STANDS
08:45	SERVICES LEADER KEYNOTE	PAY PER MILE: ADVANCED SERVICES IN THE PASSENGER RAIL INDUSTRY Mike Hulme, Projects Director, Rolling Stock and Services, Alstom			EXHIBITION VIEWING
09:35	SPONSOR KEYNOTE	HOW COVID 19 HAS AFFECTED A SERVITIZATION JOURNEY - THE IMPORTANCE OF AGILITY Kevin Geraghty, CEO & Co-Founder, Blueprint AMS Darren Boyce, Head- of Global Technical Service, Penlon			
09:55	SPONSOR KEYNOTE	THE SERVITIZATION OF THE MANUFACTURING INDUSTRY: THE FUNDER'S PERSPECTIVE Lee Thompson, Head of Pay-Per-Use Solutions, Europe and Australasia, DLL			
10:15	THOUGHT LEADERS KEYNOTE	SERVITIZATION 101: THE ADVANCED SERVICES TRANSFORMATION JOURNEY Professor Tim Baines, Professor of Operations Strategy and Executive Director, The Advanced Services Group			
10:45	BREAK				
11:00	ROUNDTABLE	CREATING A VISION FOR SERVICES Explore how to represent and explain a vision for services growth Kevin Geraghty, CEO & Co-Founder, Blueprint AMS Ron Giuntini, Co-Founder, Blueprint AMS Peter Bruch, MD & Co-Owner, AE Aerospace Darren Boyce, Head- of Global Technical Service, Penlon	ROUNDTABLE	FINANCING ADVANCED SERVICES Bring your questions for the experts Lee Thompson, Head of Pay-Per-Use Solutions, Europe & Australasia, DLL Andy Moss, Head of Funds Midlands, The FSE Group	EXHIBITION VIEWING

12:00	LUNCH		LUNCH		STANDHOLDERS AT THEIR STANDS
12:40	SPONSOR KEYNOTE	MONETIZATION, CUSTOMER RELATIONSHIPS, CHANNEL EFFICIENCY, VALUE: THE POSITIVE IMPACT OF A DIGITAL PSS ON THE BUSINESS MODEL OF A SERVICITIZATION INITIATIVE Stefano Butti, Founder & CEO, Servitly			EXHIBITION VIEWING
13:00	SERVICES LEADER KEYNOTE	CREATING SERVICES VALUE PROPOSITIONS BY UNDERSTANDING PAINS AND GAINS Kate Rattigan, Product Manager – Connected Services, Domino Printing			
13:30	SERVICES LEADER KEYNOTE	PILOTING AND TESTING AN ADVANCED SERVICES VALUE PROPOSITION Craig Bruns, VP – Customer Support, Crown Equipment Corporation			
14:00	ROUNDTABLE	DEVELOPING THE CUSTOMER VALUE PROPOSITION Delve into two case studies of how manufacturers have worked to understand customer pains & gains and developed a value proposition Kate Rattigan, Product Manager – Connected Services, Domino Printing Oliver Moffatt, Customer Insight Manager, Baxi Heating	ROUNDTABLE	THE SERVICES TRANSFORMATION JOURNEY Examine the services transformation roadmap and how to apply it to help you on your services journey Paul Jackson, Founder and MD, UV Light Technology Craig Bruns, VP – Customer Support, Crown Equipment Corporation Stefano Butti, Founder & CEO, Servitly Lee Cassidy, CEO, Tactile Technology	
15:00	BREAK				EXHIBITION CLOSSES
15:15	SPONSOR KEYNOTE	THE SERVICITIZATION OF THE MANUFACTURING INDUSTRY: THE DIGITAL PERSPECTIVE Antony Bourne, SVP, IFS Industries			
15:35	SERVICES LEADER KEYNOTE	DESIGN FOR SERVICE: INCREASING PRODUCT RELIABILITY WHILE REDUCING COST OF OWNERSHIP Andy Harrison, Engineering Associate Fellow, Rolls-Royce			

16:00	ROUNDTABLE	DESIGN FOR SERVICES Talk to two leading manufacturers with your questions about increasing product reliability while reducing total cost of ownership Andy Harrison, Engineering Associate Fellow, Rolls-Royce Alex Bill, Head of Operations, Finning CAT	ROUNDTABLE	LEADERSHIP AND COMPELLING STORIES FOR SERVICES Find out how powerful storytelling techniques can help you lead change Paul Jackson, Founder and MD, UV Light Technology Dawn Smiley, Operations Director Workplace Technology Ltd Antony Bourne, SVP, IFS Industries Warren Spiers, MD, Spiers Engineering Safety Peter Bruch, MD and Co-Owner, AE Aerospace Dr Dan Andrews, The Advanced Services Group	
16:50	THE SERVICIZATION BUSINESS AWARDS 2020 AND CLOSING SPEECH FOR THE WORLD SERVICIZATION CONVENTION				

